IN THE CLAIMS

1. (Currently Amended) ~~An apparatus~~ <u>An apparatus</u> ~~Apparatus~~ for executing an executable program displaying data having <u>a plurality of images, said plurality of images including</u> advertisements therein, comprising:

storage means for storing an executable program;

means for receiving <u>new</u> advertising data <u>on a recurring basis</u> relating to at least one advertisement, and wherein said storage means stores the received <u>new</u> advertising data; and

execution means for executing said executable program stored in said storage means and outputting display data incorporating the ~~advertisement~~ <u>new advertising</u> data stored in said storage means within ~~an original display data~~ <u>the originally displayed plurality of images</u> generated by said executable program.

Claims 2-52. (Canceled)

53. (Currently Amended) The apparatus of claim 1, wherein said means for receiving receives <u>said</u> new advertising data each new day on which said executable program is executed.

54. (Currently Amended) The apparatus of claim 1, wherein said means for receiving receives <u>said</u> new advertising data each time said executable program is executed.

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55. (Currently Amended) The apparatus of claim 1, further comprising means for turning on said apparatus; and wherein said means for receiving receives said new advertising data each time said apparatus is turned on.

56. (Currently Amended) The apparatus of claim 1, wherein said means for receiving receives said new advertising data relating to a plurality of new advertisements; and said program execution means outputs display data incorporating each of said plurality of new advertisements at respective times within said original display data the originally displayed plurality of images generated by said executable program.

57. (Currently Amended) The apparatus of claim 1, wherein said means for receiving receives said new advertisements advertising data at predetermined times.

58. (Currently Amended) The apparatus of claim 57, further comprising means for inhibiting said program execution means from executing said executable program when said means for receiving does not receive advertisement said new advertising data at said predetermined times.

59. (Currently Amended) The apparatus of claim 1, wherein said means for receiving receives said executable program with said new advertising data when said executable program is executed a first time; and said storage means is operable to store said executable program received by said means for receiving.

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60. (Currently Amended) The apparatus of claim 1, wherein said means for receiving receives said executable program with said new advertising data when said executable program is not stored in said storage means; and said storage means stores said executable program received by said means for receiving.

61. (Currently Amended) The apparatus of claim 1, further comprising means for transmitting to a program service provider a program identification code identifying the executable program to be executed, and wherein said means for receiving receives from the program service provider said new advertising data corresponding to the executable program identified by said program identification code.

62. (Currently Amended) The apparatus of claim 1, wherein said new advertisement advertising data received by said means for receiving may be the same or different from the advertisement advertising data previously received by said means for receiving and stored in said storage means.

63. (Currently Amended) The apparatus of claim 1, wherein said means for receiving receives a plurality of new advertising data corresponding to a plurality of executable programs; and said storage means stores the received plurality of new advertising data corresponding to the executable program to be executed by said program execution means.

64. (Currently Amended) The apparatus of claim 1, wherein said means for receiving receives said new advertising data from a program transmitting system over a transmission line.

65. (Currently Amended) The apparatus of claim 1, wherein said means for receiving receives said new advertising data from a satellite transmission.

66. (Currently Amended) The apparatus of claim 1, wherein said means for receiving receives said new advertising data via a global computer network.

67. (Currently Amended) The apparatus of claim 1, wherein said means for receiving receives said new advertising data via the Internet.

68. (Currently Amended) An apparatus for executing an executable program displaying data having a plurality of images, said plurality of images including advertisements therein, comprising:

storage means for storing an executable program and new advertising data on a recurring basis relating to a plurality of new advertisements;

means for receiving at predetermined times new advertising selection data identifying selected ones of said plurality of new advertisements stored in said storage means; and

program execution means for executing said executable program stored in said storage means and outputting display data incorporating the selected advertisements identified in

said <u>new</u> advertising selection data at respective times within ~~said original display data~~ <u>the</u> <u>originally displayed plurality of images</u> generated by said executable program.

69. (Currently Amended) The apparatus of claim 68, wherein said means for receiving receives <u>said</u> new advertising selection data each new day on which said executable program is executed.

70. (Currently Amended) The apparatus of claim 68, wherein said means for receiving receives <u>said</u> new advertising selection data each time said executable program is executed.

71. (Currently Amended) The apparatus of claim 68, further comprising means for turning on said apparatus; and wherein said means for receiving receives <u>said</u> new advertising selection data each time said apparatus is turned on.

72. (Currently Amended) The apparatus of claim 68, wherein said means for receiving receives <u>said new</u> advertising selection data identifying plural ones of said plurality of new advertisements; and said program execution means outputs display data incorporating each ~~of the~~ identified ~~advertisements~~ <u>advertisement</u> at respective times within ~~said original display~~ ~~data~~ <u>the originally displayed plurality of images</u> generated by said executable program.

73. (Currently Amended) The apparatus of claim 68, further comprising means for inhibiting said program execution means from executing said executable program when said means for receiving does not receive ~~advertisement~~ said new advertising selection data at said predetermined times.

74. (Currently Amended) The apparatus of claim 68, wherein said means for receiving receives said executable program and said new advertising data with said new advertising selection data when said executable program is executed a first time; and said storage means stores the received executable program and new advertising data.

75. (Currently Amended) The apparatus of claim 68, wherein said means for receiving receives said executable program and said new advertising data with said new advertising selection data when said executable program and said new advertising data is not stored in said storage means; and said storage means stores the received executable program and said new advertising data.

76. (Currently Amended) The apparatus of claim 68, further comprising means for transmitting to a program service provider a program identification code identifying the executable program to be executed, and wherein said means for receiving receives from the program service provider said new advertising selection data corresponding to the executable program identified by said program identification code.

77. (Currently Amended) The apparatus of claim 68, wherein said means for receiving receives a plurality of ~~new~~ advertising selection data corresponding to a plurality of executable programs; and said program execution means displays data incorporating ~~the~~ selected advertisements identified in ~~the~~ said new advertising selection data within ~~said original display data~~ the originally displayed plurality of images generated by the executed program.

78. (Currently Amended) The apparatus of claim 68, wherein said ~~advertisement~~ new advertising selection data received by said means for receiving ~~may be~~ are permitted to be the same or different from ~~the~~ advertising selection data previously received by said means for receiving.

79. (Currently Amended) The apparatus of claim 68, wherein said means for receiving receives said new advertising selection data over a transmission line from a program transmitting system.

80. (Currently Amended) The apparatus of claim 68, wherein said means for receiving receives said new advertising data from a satellite transmission.

81. (Currently Amended) The apparatus of claim 68, wherein said means for receiving receives said new advertising data via a global computer network.

82. (Currently Amended) The apparatus of claim 68, wherein said means for receiving receives said new advertising data via the Internet.

83. (Currently Amended) An apparatus ~~Apparatus~~ for executing an executable program displaying data having a plurality of images, said plurality of images including advertisements therein, comprising:

a memory for storing an executable program;

a receiver for receiving new advertising data on a recurring basis relating to at least one advertisement, and wherein said memory stores the received new advertising data; and

an execution apparatus for executing said executable program stored in said memory and outputting display data incorporating the ~~advertisement~~ new advertising data stored in said memory within ~~an original display data~~ the originally displayed plurality of images generated by said executable program.

84. (Currently Amended) The apparatus of claim 83, wherein said receiver receives said new advertising data each time said executable program is executed.

85. (Currently Amended) The apparatus of claim 83, wherein said receiver receives said new advertising data each time said executable program is executed.

86. (Currently Amended) The apparatus of claim 83, wherein said receiver receives said new advertising data each time said apparatus is turned on.

87. (Currently Amended) The apparatus of claim 83, wherein said receiver receives said new advertising data relating to a plurality of new advertisements; and said execution apparatus outputs display data incorporating each of said plurality of new advertisements at respective times within ~~said original display data~~ the originally displayed plurality of images generated by said executable program.

88. (Currently Amended) The apparatus of claim 83, wherein said receiver receives said new ~~advertisements~~ advertising data at predetermined times.

89. (Currently Amended) The apparatus of claim 88, wherein said execution apparatus is inhibited from executing said executable program when said receiver does not receive said new advertising ~~advertisement~~ data at said predetermined times.

90. (Currently Amended) The apparatus of claim 83, wherein said receiver receives said executable program with said new advertising data when said executable program is executed a first time; and said memory is operable to store said executable program received by said receiver.

91. (Currently Amended) The apparatus of claim 83, wherein said receiver receives said executable program with said new advertising data when said executable program is not stored in said memory; and said memory stores said executable program received by said receiver.

92. (Currently Amended) The apparatus of claim 83, further comprising a transmitter for transmitting to a program service provider a program identification code identifying the executable program to be executed, and wherein said receiver receives from the program service provider said new advertising data corresponding to the executable program identified by said program identification code.

93. (Currently Amended) The apparatus of claim 83, wherein said new ~~advertisement~~ advertising data received by said receiver ~~may be~~ are permitted to be the same or different from ~~the advertisement~~ advertising data previously received by said receiver and stored in said memory.

94. (Currently Amended) The apparatus of claim 83, wherein said receiver receives a plurality of new advertising data corresponding to a plurality of executable programs; and said memory stores the received new advertising data corresponding to the executable program to be executed by said execution apparatus.

95. (Currently Amended) The apparatus of claim 83, wherein said receiver receives said new advertising data from a program transmitting system over a transmission line.

96. (Currently Amended) The apparatus of claim 83, wherein said receiver receives said new advertising data from a satellite transmission.

97. (Currently Amended) The apparatus·of claim 83, wherein said receiver receives said <u>new</u> advertising data via a global computer network.

98. (Currently Amended) The apparatus of claim 83, wherein said receiver receives said <u>new</u> advertising data via the Internet.

99. (Currently Amended) An apparatus for executing an executable program displaying data having <u>a plurality of images, said plurality of images including</u> advertisements therein, comprising:

a memory for storing an executable program and <u>new</u> advertising data <u>on a recurring basis</u> relating to a plurality of <u>new</u> advertisements;

a receiver for receiving at predetermined times <u>new</u> advertising selection data identifying selected ones of said plurality of <u>new</u> advertisements stored in said memory; and

an execution apparatus for executing said executable program stored in said memory and outputting display data incorporating ~~the~~ selected advertisements identified in said <u>new</u> advertising selection data at respective times within ~~said original display data~~ <u>the originally displayed plurality of images</u> generated by said executable program.

100. (Currently Amended) The apparatus of claim 99, wherein said receiver receives <u>said</u> new advertising selection data each new day on which said executable program is executed.

101. (Currently Amended) The apparatus of claim 99, wherein said receiver receives said new advertising selection data each time said executable program is executed.

102. (Currently Amended) The apparatus of claim 99, wherein said receiver receives said new advertising selection data each time said apparatus is turned on.

103. (Currently Amended) The apparatus of claim 99, wherein said receiver receives said new advertising selection data identifying plural ones of said plurality of new advertisements; and said execution apparatus outputs display data incorporating each of the identified advertisements advertisement at respective times within said original display data the originally displayed plurality of images generated by said executable program.

104. (Currently Amended) The apparatus of claim 99, wherein said execution apparatus is inhibited from executing said executable program when said receiver does not receive advertisement said new advertising selection data at said predetermined times.

105. (Currently Amended) The apparatus of claim 99, wherein said receiver receives said executable program and said new advertising data with said new advertising selection data when said executable program is executed a first time; and said memory stores the received executable program and said new advertising data.

106. (Currently Amended) The apparatus of claim 99, wherein said receiver receives said executable program and said new advertising data with said new advertising selection data when said executable program and said new advertising data is not stored in said memory; and said memory stores the received executable program and said new advertising data.

107. (Currently Amended) The apparatus of claim 99, further comprising a transmitter for transmitting to a program service provider a program identification code identifying the executable program to be executed, and wherein said receiver receives from the program service provider said new advertising selection data corresponding to the executable program identified by said program identification code.

108. (Currently Amended) The apparatus of claim 99, wherein said receiver receives a plurality of new advertising selection data corresponding to a plurality of executable programs; and said execution apparatus displays data incorporating ~~the~~ selected advertisements identified in the new advertising selection data within ~~said original display data~~ the originally displayed plurality of images generated by the executed program.

109. (Currently Amended) The apparatus of claim 99, wherein said ~~advertisement~~ new advertising selection data received by said receiver ~~may be~~ is permitted to be the same or different from the new advertising selection data previously received by said receiver.

110. (Currently Amended) The apparatus of claim 99, wherein said receiver receives said _new_ advertising selection data over a transmission line from a program transmitting system.

111. (Currently Amended) The apparatus of claim 99, wherein said receiver receives said _new_ advertising data from a satellite transmission.

112. (Currently Amended) The apparatus of claim 99, wherein said receiver receives said _new_ advertising data via a global computer network.

113. (Currently Amended) The apparatus of claim 99, wherein said receiver receives said _new_ advertising data via the Internet.

114. (Currently Amended) A method of executing an executable program displaying data having _a plurality of images, said plurality of images including_ advertisements therein, comprising the steps of:

storing an executable program in memory;

receiving _new_ advertising data _on a recurring basis_ relating to at least one advertisement at predetermined times;

storing the received _new_ advertising data in the memory;

executing the executable program stored in the memory; and

outputting display data incorporating the ~~advertisement~~ <u>new advertising</u> data

stored in the memory within ~~an original display data~~ <u>the originally displayed plurality of images</u>

generated by the executable program.

115. (Currently Amended) The method of claim 114, wherein said step of

receiving is carried out by receiving <u>said</u> new advertising data each new day on which the

executable program is executed.

116. (Currently Amended) The method of claim 114, wherein said step of

receiving is carried out by receiving <u>said</u> new advertising data each time the executable program

is executed.

117. (Currently Amended) The method of claim 114, further comprising the step

of turning on a system which executes the executable program; and wherein said step of

receiving is carried out by receiving <u>said</u> new advertising data each time the system is turned on.

118. (Currently Amended) The method of claim 114, wherein said step of

receiving is carried out by receiving <u>said new</u> advertising data relating to a plurality of <u>new</u>

advertisements; and said step of outputting is carried out by outputting display data incorporating

each of the plurality of <u>new</u> advertisements at respective times within ~~said original display data~~

<u>the originally displayed plurality of images</u> generated by the executable program.

119. (Currently Amended) The method of claim 114, further comprising the step of inhibiting the executable program from being executed when ~~advertisement~~ said new advertising data is not received at the predetermined times.

120. (Currently Amended) The method of claim 114, wherein said step of receiving is carried out by receiving the executable program with the new advertising data when the executable program is executed a first time.

121. (Currently Amended) The method of claim 114, wherein said step of receiving is carried out by receiving the executable program with the new advertising data when the executable program is not stored in the memory.

122. (Currently Amended) The method of claim 114, further comprising the step of transmitting to a program service provider a program identification code identifying the executable program to be executed; and wherein said step of receiving is carried out by receiving from the program service provider said new advertising data corresponding to the executable program identified by the program identification code.

123. (Currently Amended) The method of claim 114, wherein said step of receiving is carried out by receiving a plurality of new advertising data corresponding to a plurality of executable programs; and said step of outputting is carried out by outputting display data incorporating the ~~advertisement~~ new advertising data within ~~said original display data~~ the originally displayed plurality of images generated by the executable program that is executed.

124. (Currently Amended) The method of claim 114, wherein the received ~~advertisement~~ new advertising data ~~may be~~ are permitted to be the same or different from ~~advertisement~~ advertising data previously received by said step of receiving.

125. (Currently Amended) The method of claim 114, wherein said step of receiving is carried out by receiving the new advertising data from a program transmitting system over a transmission line.

126. (Currently Amended) The method of claim 114, wherein said step of receiving is carried out by receiving the new advertising data from a satellite transmission.

127. (Currently Amended) The method of claim 114, wherein said step of receiving is carried out by receiving the new advertising data via a global computer network.

128. (Currently Amended) The method of claim 114, wherein said step of receiving is carried out by receiving the new advertising data via the Internet.

129. (Currently Amended) A method of executing an executable program displaying data having a plurality of images, said plurality of images including advertisements therein, comprising the steps of:

storing an executable program and new advertising data on a recurring basis relating to a plurality of new advertisements in a memory;

receiving at predetermined times new advertising selection data identifying selected ones of the plurality of new advertisements stored in the memory;

executing the executable program stored in the memory; and

outputting display data incorporating ~~the~~ selected advertisements identified in the new advertising selection data at respective times within ~~an original display data~~ the originally displayed plurality of images generated by the executable program.

130. (Currently Amended) The method of claim 129, wherein said step of receiving is carried out by receiving said new advertising selection data each new day on which the executable program is executed.

131. (Currently Amended) The method of claim 129, wherein said step of receiving is carried out by receiving said new advertising selection data each time the executable program is executed.

132. (Currently Amended) The method of claim 129, further comprising the step of turning on a system which executes the executable program; and wherein said step of receiving is carried out by receiving said new advertising selection data each time the system is turned on.

133. (Currently Amended) The method of claim 129, wherein said step of receiving is carried out by receiving said new advertising selection data identifying plural ones of the plurality of new advertisements; and said step of outputting is carried out by outputting display data incorporating each of the identified plurality of new advertisements at respective times within the original display data the originally displayed plurality of images generated by the executable program.

134. (Currently Amended) The method of claim 129, further comprising the step of inhibiting the executable program from being executed when advertisement said new advertising selection data is not received at the predetermined times.

135. (Currently Amended) The method of claim 129, wherein said step of receiving is carried out by receiving the executable program and the new advertising data with the new advertising selection data when the executable program is executed a first time; and said step of storing is carried out by storing the received executable program and said new advertising data.

136. (Currently Amended) The method of claim 129, wherein said step of receiving is carried out by receiving the executable program and the <u>new</u> advertising data with the <u>new</u> advertising selection data when the executable program and <u>said new</u> advertising data are not stored in the memory; and said step of storing is carried out by storing the received executable program and <u>said new</u> advertising data.

137. (Currently Amended) The method of claim 129, further comprising the step of transmitting to a program service provider a program identification code identifying the program to be executed; and wherein said step of receiving is carried out by receiving from the program service provider <u>said new</u> advertising selection data corresponding to the executable program identified by the program identification code.

138. (Currently Amended) The method of claim 129, wherein said step of receiving is carried out by receiving a plurality of <u>new</u> advertising selection data corresponding to a plurality of executable programs; and said step of outputting is carried out by outputting display data incorporating ~~the~~ selected <u>new</u> advertisements identified in the <u>new</u> advertising selection data within ~~said original display data~~ <u>the originally displayed plurality of images</u> generated by the executed program.

139. (Currently Amended) The method of claim 129, wherein the received ~~advertisement~~ <u>new advertising</u> selection data ~~may be~~ <u>are permitted to be</u> the same or different from ~~advertisement~~ <u>advertising</u> selection data previously received by said step of selecting.

140. (Currently Amended) The method of claim 129, wherein said step of receiving is carried out by receiving the <u>new</u> advertising selection data over a transmission line from a program transmitting system.

141. (Currently Amended) The method of claim 129, wherein said step of receiving is carried out by receiving the <u>new</u> advertising data from a satellite transmission.

142. (Currently Amended) The method of claim 129, wherein said step of receiving is carried out by receiving the <u>new</u> advertising data via a global computer network.

143. (Currently Amended) The method of claim 129, wherein said step of receiving is carried out by receiving the <u>new</u> advertising data via the Internet.

Claims 144-283. (Canceled)

284. (New) The apparatus of claim 1, wherein said originally displayed plurality of images includes a representation of at least one traditional advertising location upon which said new advertising data is displayed.

285. (New) The apparatus of claim 284, wherein said traditional advertising location is a billboard.

286.   (New) The apparatus of claim 68, wherein said originally displayed plurality of images includes a representation of at least one traditional advertising location upon which said new advertising data is displayed.

287.   (New) The apparatus of claim 286, wherein said traditional advertising location is a billboard.

288.   (New) The method of claim 114, wherein said originally displayed plurality of images includes a representation of at least one traditional advertising location upon which said new advertising data is displayed.

289.   (New) The method of claim 288, wherein said traditional advertising location is a billboard.